

SAVOR THE SQUARE 2022: CONNECTING PEOPLE TO HISTORY, CULTURE, AND COMMERCE IN NUBIAN SQUARE

Savor the Square, Nubian Square’s seasonal open-air marketplace, will relaunch in April 2022 and build on the success of the 2020 and 2021 seasons. We hope you will join us by collaborating on this exciting Nubian Square amenity.

Attendees enjoy this market for the Covid-safe shopping, socializing, and entertainment in the heart of Roxbury. *Savor the Square* 2022 will feature seven themed events and a broad selection of BIPOC vendors for food, music/entertainment, fresh and locally grown produce, arts/crafts, as well as pop-up events (book signings, food demonstrations, workshops/speakers) and civic resources.



Inclusive Approach to Addressing Documented Local Challenges

Savor the Square takes an inclusive approach to address documented challenges such as business development, wealth creation, and physical connections in three important ways:

1. Cultivating a Roxbury amenity that sparks positive energy and fun, encourages civic engagement, helps to jumpstart the civic and business revitalization of Nubian Square, and creates a buzz while also helping to improve the business climate and increase connections between Roxbury residents and visitors from surrounding neighborhoods;
2. Supplying fresh, healthy, locally-grown and -produced food to Roxbury residents, helping to offset the acknowledged food desert; and
3. Activating a high-visibility public space with food, art, and entertainment, helping to bring more foot traffic and pedestrian vitality to Nubian Square.



Red Rock Designs at Savor the Square 2021

Savor the Square, is a joint project of The American City Coalition (TACC) and Roxbury Main Streets and implements recommendations from the *Nubian Square Market Analysis* (February 2020) in which residents and businesses voice a strong need for Saturday and evening events. *Savor the Square* brings together existing brick and mortar businesses and entrepreneurial vendors into one marketplace located at the core of the business district. The market complements existing businesses by reducing leakage, increasing foot traffic, and introducing new customers and strategies that are, given current and future conditions, essential to the survival of existing businesses.

SAVOR THE SQUARE 2022 DATES

1. Saturday, April 30: 10AM-2PM
2. Saturday, May 21: NOON-3PM
3. Saturday, June 25: NOON-3PM
4. Saturday, July 16: NOON-3PM
5. Saturday, August 20: NOON-3PM
6. Saturday, September 17: NOON-3PM
7. Saturday, October 15: NOON-3PM

A Steering Committee, composed of members from Roxbury Main Streets, Black Owned Bos., local business owners, and Roxbury residents, is convening bi-monthly via Zoom to finalize programming and outreach to local farmers, artists, and arts and cultural organizations.

Outcomes: Savor the Square 2021

In 2021, *Savor the Square* expanded to six monthly themed events from May to October. Each event was held between noon and 3 p.m., starting with Arbor Day in May and culminating with an Indigenous People's Celebration and acknowledgment in October. All events were extremely well received by the Roxbury community and beyond.

TACC measured outcomes using exit surveys collected from market attendees; for market vendors, outcomes were measured using point of sales data and surveys. Overall, the outcomes reveal a demand and need for this culturally relevant programming that emphasizes community economic development in the heart of Nubian Square.

Key data points collected from the market attendees (using a tablet, paper copy, or QR code) indicate *Savor the Square's* growing impact and include:

- 58% of the approximately 2,000 attendees (up from 1,200 attendees in 2020) were residents from Roxbury, Dorchester, or the South End;
- 63% of attendees spent between \$10 and \$50;
- 81% indicated they would visit other businesses in Nubian Square after the event;
- 98% said they would return in the future to shop and/or dine in Nubian Square; and
- Net Promoter Score (NPS): 46.6 (a "great" score based on benchmarking standard across industries).



Grooversity at Savor the Square 2020

Representative key data points collected on June 12, 2021 from market vendors through point of sales data and a post-event survey of 24 marketing vendors include:

- Vendors had average sales of \$363 for the day;
- Total sales for all 24 vendors was \$7,000 for the day;
- Total number of transactions was 350 for the day;
- 38% of vendors had revenue over \$500 on June 12, 2021; and
- 100% of vendors indicated an interest in participating as vendors in 2022.

Collaborate with Us/Contact Us

In 2022, *Savor the Square* launched a new logo, broadened its partnership base, and expanded to seven monthly themed events from April to October. Themes this season will include: Arbor Day (tree giveaway), Roxbury Family Day, Music Festival, Book Fair (celebrating local authors), Gospel Day, Shop Local Day, and the annual Indigenous Peoples' Day. Events will be held on the Blair Lot and, due to construction, at new venues within Nubian Square. Our goal is to continue to expand the number of BIPOC vendors participating and introduce new tools to support their operations year round, employ more local performers and musicians, offer farm fresh produce that can be purchased at low cost and with SNAP/EBT, and circulate more dollars in the local economy.

TACC, Roxbury Main Streets, and a multitude of community members, nonprofits, local businesses, and partners are looking forward to safely coming together and celebrating Nubian Square. We hope you will join us as an attendee, vendor, or partner.

We look forward to hearing from you. Please reach out to Carole Walton, Associate at TACC, at carole_walton@tamcc.org or 857-308-3014.